- - PROGRESS NOTES - -

Portal Highlights

IN.gov Redesign Launched June 1st

The **www.IN.gov** upper-level portal pages are sporting a fresh, new look. Changes include:
- Overall appearance is cleaner and brighter
- News and calendar sections are higher on the page to put more focus on dynamic content
- "Quick Links" drop-down feature reduces clutter without eliminating easy access to high-demand content
- The new customization feature allows the color and theme of the home page to be changed

Standardized "landing pages" are the latest addition to the portal's common look and feel initiative. These landing pages present valuable information to users (especially first-timers) in a consistent format. Features of the landing pages include instructions, demos, links to similar services, user comments and "Tell-a-Friend", which allows the user to notify others of their "find".

- - REMARKS - -

Secretary of State Online Filing
"I don't think the service can be improved. It's the easiest electronic filing that I use. Wish other states made it this easy or had Web filing up and running."
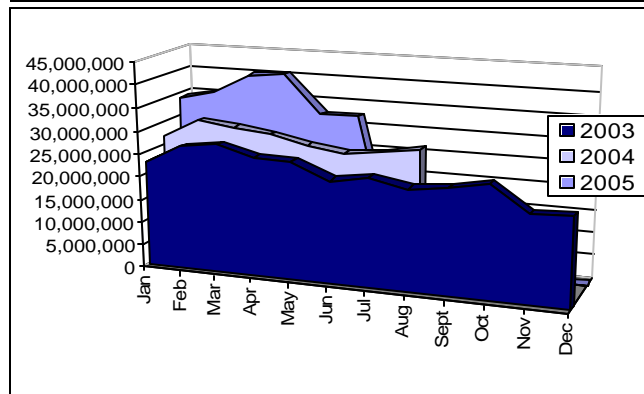*- Submitted by SOS user*

- - MAKING THE GRADE - -

Accesses to www.IN.gov

	2005	% change/2004
May	32,251,408	**+ 16%**
June	32,445,402	**+ 20%**

Portal Access History

Most-Visited Agency Sites in May

1.	General Assembly	2,607,945
2.	Hoosier Lottery	2,523,025
3.	Dept. Natural Resources	2,511,425
4.	Bureau of Motor Vehicles	1,888,548
5.	Secretary of State	1,884,987

Most-Visited Agency Sites in June

1.	Dept. Natural Resources	2,689,438
2.	Secretary of State	2,131,857
3.	Bureau of Motor Vehicles	2,116,064
4.	General Assembly	2,046,884
5.	Hoosier Lottery	1,830,739

Usage Statistics

	YTD, 2005	change/'04
Tax Filing (I-FILE)	91,882	**+ 22%**
Lic. Plate Renewal	226,947	**+ 7%**
Driver Lic. Renewal	39,033	**+ 200%**
Hunting/Trapping/ Fishing Licenses	40,216	**+ 215%**
Campground Reservations	34,702	**+ 31%**
Prof. Lic. Renewal	41,398	**+ 7%**
SOS UCC Filings	34,159	**+ 7%**
ISP Limited Criminal History	62,958	**+ 6%**

IN.gov Features

Portal Promotion ¦ *City Guide* Ad

"First in Line, Every Time"

Since 1995, the IN.gov portal has been turning "in line" processes into "online" services. The portal is highlighting this concept in current promotional efforts, including the *Indianapolis Monthly City Guide* ad above, which hit the streets in May.

Unclaimed Property | www.attorneygeneral.IN.gov

In late May, the **Attorney General's Office** launched an enhanced Unclaimed Property Search that now enables claims submissions as well as the search functionality. In June, the site saw over **800,000** accesses, due to heavy promotion by the AG's office.

Bringing People Closer to Government ¦ www.democracy.IN.gov

This new top-level portal page was designed to be a guide to those who want to get involved in or learn more about their government. **Digital democracy** is regarded as an essential part of great government portals, and while much of this information has been available throughout IN.gov, it has now been pulled together under this new sub-portal.

Subscriber Updates ¦ www.subscribe.IN.gov

Subscribe.IN.gov is an updated resource for both existing and new subscribers to the portal. One new feature is the Savings Calculator, which helps quantify the value of online services, as well as subscribing vs. using a credit card for business services.

- - HISTORY LESSON - -

Quick IN.gov Facts

- **www.IN.gov** *(accessIndiana)* is the State's official Web portal.
- The portal has more than 300,000 pages of information and hundreds of interactive services.
- 99 percent of all information and services available at IN.gov are free to the public.
- In 2004, portal accesses reached over **336 million**, averaging more than 28 million per month. This represents a **19 percent increase** in usage over 2003, during which accesses totaled more than 280 million.
- Portal accesses topped **40 million** – an all-time record – in April 2005.
- IN.gov adheres to strict privacy, security, and accessibility policies, which may be found at: **www.IN.gov/ai/policies**
- Everything you ever wanted to know about IN.gov can be found at (where else?) **www.about.IN.gov**, including statistics, business model information, portal services for government partners, a media center and success stories.

Awards & Recognition

- *accessIndiana* placed **2nd** in the Center for Digital Government's 2004 **Best of the Web**
- The Indiana State Department of Health won the 2004 **Gold Award for Excellence** from the National Public Health Information Coalition.
- Indiana received a **4th place** ranking in the 2004 Center for Digital Government's **Digital States Survey**
- The BMV Digitally Certified Driving Records service received the 2004 **MIT Digital Government Innovation Award**.
- *Who's Your Legislator?* was honored with the Indiana Geographic Information Council 2004 **Award for Achievement** in GIS.
- *accessIndiana* received **3rd place** in the 2003 **Brown University eGovernment Study**.
- *accessIndiana* received **3rd place** in the Center for Digital Government's 2003 **Best of the Web** contest (4th place in 2002).
- *accessIndiana* was **ranked 6th** in the Center for Digital Government's 2003 **Digital State Legislatures Survey**.
- *accessIndiana* was recognized as a **Best of Breed** by the Center for Digital Government in January 2003.
- **The Indiana Department of Revenue's I-File service** was named the overall winner in the 2003 National Electronic Commerce Coordinating Council (NECCC) **Value in Technology Achievement** awards.

accessIndiana Branding Strategy

The portal's branding and marketing strategy can be summed up in one statement: "If it's not **IN.gov**, it's not official". To assist agencies in transitioning to the IN.gov brand, a URL branding request form (**www.IN.gov/webaddress**) is available to all state agencies, boards and commissions as well as all local jurisdictions of governments. All requests are electronically reviewed by a team comprised of State eGovernment champions. This team not only approves requests based on uniformity to the suggested standards, but also ensures that "umbrella" URLs are viewed from an enterprise perspective. An umbrella URL is used to brand a "mini-portal" that pulls together related information from a variety of sources. For example, **www.HR.IN.gov** was created to help human resources professionals find relevant employment-related services from a single location.

Business Model & Partnership

- The *accessIndiana* portal was introduced in December 1995.
- Indiana Interactive, a subsidiary of NIC, was chosen as the private partner to manage *accessIndiana* in 1995. NIC maintains long-term outsourcing contracts with 16 states.
- A public-private partnership model is used to manage the portal, with primary funding for the portal coming from the assessment of modest convenience fees (called "Enhanced Access Fees") to end users (primarily businesses) for a select set of services. Traditional means of access are still available to those who prefer not to pay the Enhanced Access Fees.
- Indiana Interactive employs 29 full-time staff, with 2004 operating expenses of about $2.8 million, of which none were appropriated through the General Assembly.
- All state departments, agencies, boards and commissions have a Web presence on the portal, gaining efficiencies and economies by providing information online.
- More than **44 percent** of accesses to the portal occur while government offices are closed.
- The Next-Generation Portal "common look and feel" initiative allows for each agency Web site to have a common navigational structure and design. This gives visitors a familiarity among state Web sites that is user-focused, not organizationally focused and compliant with state and federal accessibility standards.